



2016 TRAVEL GUIDE TO CALIFORNIA

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RATE CARD NO.6

EFFECTIVE APRIL 2015

DISCOVER THE GOLDEN STATE



THE TRAVEL GUIDE TO CALIFORNIA targets domestic and international travelers interested in visiting the state. Published annually and focused on reaching these qualified travelers when they are looking for vacation ideas, The Travel Guide to California provides readers the roadmap to discover the Golden State.

Created to inspire and guide travelers, the Guide provides an energetic and stylish take on what California offers. The Travel Guide to California combines evocative writing and superior photography, highlighting California's 14 tourism regions. Editorial sections are devoted to many of California's tourism themes including:

- Arts and Culture • Food and Wine
- Sports and Outdoors • Shopping
- Theme Parks & Attractions • Road Trips
- Movies & Performing Arts • State & National Parks
- Architecture & Gardens • Spa & Wellness

A resource section with useful information ranging from driving distances, average temperatures throughout the state, airport and California Welcome Center locations, museums, hotel listings and more, provides an invaluable tool for travelers to California.

Our targeted reach, combined with print, digital and online distribution makes The Travel Guide to California an excellent return on investment for your advertising dollar.

ADVERTISING RATES

All rates are net in U.S. dollars

STANDARD

Double page spread	\$7,450
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Insert opportunities are available. Please contact us for a quotation.

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THE TRAVEL GUIDE TO CALIFORNIA can be viewed and purchased in a digital e-magazine format on digital newsstands such as Zinio.com and the iTunes Store.

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CLOSING DATE & MATERIAL DEADLINE

BOOKING SPACE CLOSING DATE: November 30, 2015

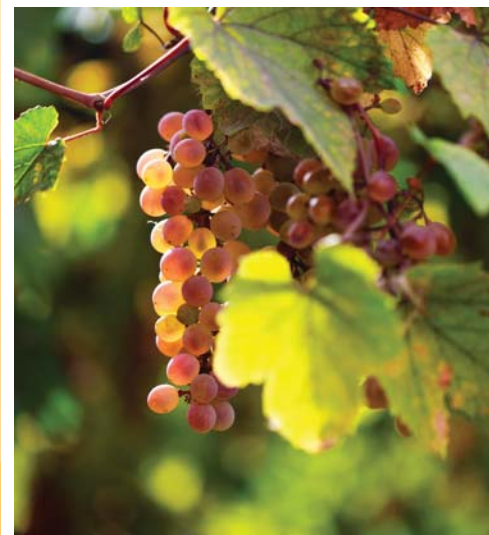
MATERIAL DUE DATE: December 7, 2015

DISTRIBUTION DATE: January 2016

CIRCULATION **100,000 COPIES**

The 2016 Travel Guide to California will be sold in over 18,000 retail locations in the USA, Canada and several other countries around the world.

THE TRAVEL GUIDE TO CALIFORNIA is on sale at fine retailers including Barnes & Noble, Hudson U.S. airport and commuter locations, Books-A-Million, CVS, Publix, Safeway, Kroger, Target, Walmart, Chapters/Indigo, Shoppers Drug Mart stores and many other retail chains and locations in the USA and Canada.

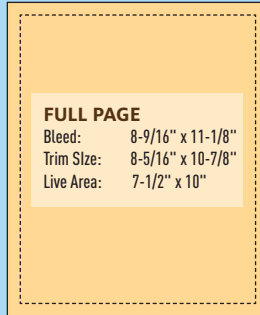
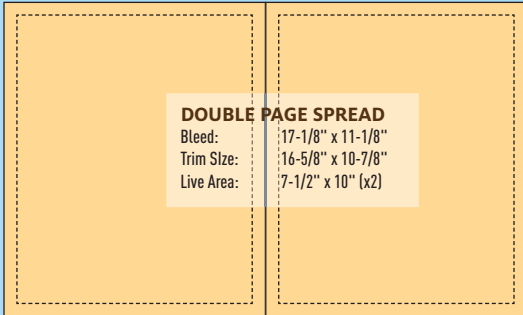


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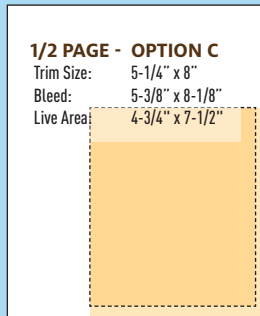
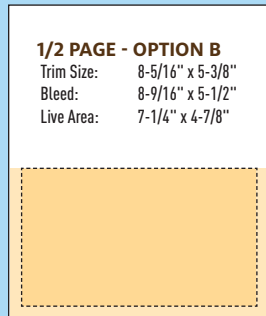
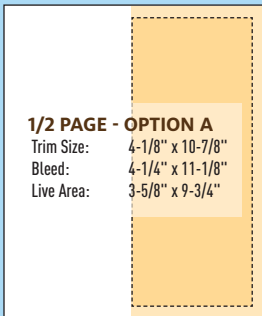
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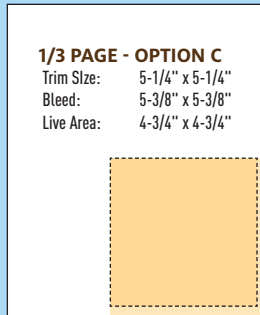
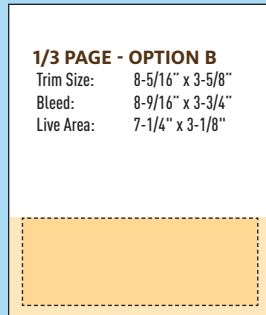
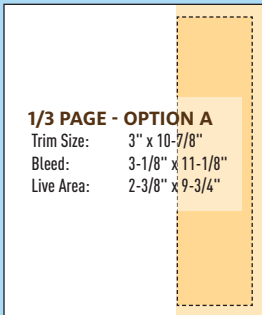
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1/2 PAGE ADS



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(Please contact us for FTP login)

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- * Please supply fonts and linked images
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Sizes up to and including 1/2 Page: \$ 195

Sizes larger than 1/2 Page: \$ 295

We require good quality images, logos and all text.

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